

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3818
ANSWERED ON:08.08.2002
FAILURE OF MEDIA
SUBODH MOHITE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the existing media establishment are failed to counter the anti- government propaganda;
- (b) if so, the reasons therefor; and
- (c) the steps taken/ proposed to be taken in this regard?

Answer

MINISTER OF INFORMATION AND BROADCASTING (SMT SUSHMA SWARAJ)

(a) to (c):The Ministry of Information & Broadcasting disseminates information related to the policies, programmes and achievements of various Ministries and Departments of the Government through its various Media Units. These Units aim at creating awareness among the people of the welfare schemes and the programmes launched by the Government so as to involve them in the development process. Keeping this in view, special campaigns are launched from time to time on various social issues. The inter-personal media such as Directorate of Field Publicity and Song & Drama Division operate at grass root level. They interact with people and correct the mis-information that they might be having about the themes/ issues of the publicity campaign. In so far as the electronic media is concerned, Prasar Bharati -the Public Broadcaster- is an autonomous Corporation.